

Message Text

LIMITED OFFICIAL USE

PAGE 01 STATE 186807
ORIGIN STR-04

INFO OCT-01 EUR-12 ISO-00 STRE-00 AGRE-00 CEA-01
CIAE-00 COME-00 DODE-00 EB-08 FRB-03 H-01 INR-07
INT-05 L-03 LAB-04 NSAE-00 NSC-05 PA-01 AID-05
SS-15 ITC-01 TRSE-00 USIA-06 PRS-01 SP-02 OMB-01
FEA-01 AF-10 ARA-10 EA-07 NEA-10 /124 R

DRAFTED BY STR/HLAWRENCE:JEH
APPROVED BY STR/WBKELLY,JR
COMMERCE:DEDGERLY
TREASURY:TGEORGE (INFO)
COMMERCE:WMITCHELL
EUR/RPE:RLAMANTIA
EB/ITP/OT/STA:GWHITE
-----043103 090423Z /17
R 090005Z AUG 77
FM SECSTATE WASHDC
TO AMEMBASSY BRUSSELS

LIMITED OFFICIAL USE STATE 186807

USEEC

E.O. 11652: N/A

TAGS: ETRD, EC

SUBJECT: EC DIRECTIVE ON STANDARDS OF FILL FOR BEER
CONTAINERS

1. EC COUNCIL DIRECTIVE 75/106/EEC, AS AMENDED, OF 19
DECEMBER 1974 "ON THE APPROXIMATION OF THE LAWS OF THE
MEMBER STATES RELATING TO THE MAKING-UP BY VOLUME OF
CERTAIN PRE-PACKAGED LIQUIDS" WILL PERMIT EC MEMBER STATES
TO EXCLUDE FROM THEIR TRADE U.S. BEER CONTAINERS WITH 10
LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 02 STATE 186807

OUNCE AND 12 OUNCE FILLS AFTER 1980. U.S. 10 OUNCE AND 12
OUNCE FILL SIZES FALL WITHIN PERMISSIBLE TOLERANCES FOR
.30 LITER AND .35 LITER BEER CONTAINER FILL SIZES,
RESPECTIVELY, WHICH ARE PROVISIONALLY PERMITTED UNDER THE
EC DIRECTIVE UNTIL DECEMBER 31, 1980.

2. THE .35 LITER FILL SIZE (12 OUNCE EQUIVALENT) IS

CURRENTLY THE MOST POPULAR SIZE BEER CONTAINER USED IN WORLD TRADE. THE UNITED STATES PRESENTLY IMPORTS BEER IN .35 LITER FILL CONTAINERS FROM HOLLAND, GERMANY, ITALY, CANADA, JAPAN, AND MANY OTHER COUNTRIES; THE UNITED STATES EXPORTS BEER IN .35 LITER FILL EQUIVALENT CONTAINERS TO MOST COUNTRIES OF THE WORLD, INCLUDING TO SEVERAL EC MEMBER STATES. THE SUBJECT DIRECTIVE WOULD PERMIT EC MEMBER STATES TO PROHIBIT BEER IMPORTS IN THE .35 LITER FILL SIZE AFTER 1980.

3. BECAUSE OF THE RELATIVELY SMALL VOLUME OF U.S. BEER EXPORTS TO THE EC (VALUED AT ABOUT DOLS. 174 THOUSAND F.A.S. IN 1976) IT WILL BE UNECONOMICAL FOR U.S. BREWERS TO CONVERT FROM .35 LITER EQUIVALENT FILL SIZES TO OTHER FILL SIZES THAT EC MEMBER STATES WILL BE OBLIGATED TO ACCEPT AFTER 1980. HOWEVER, BECAUSE OF THE RELATIVELY LARGE VOLUME OF EC BEER EXPORTS TO THE UNITED STATES (VALUED AT DOLS. 88.1 MILLION F.A.S. IN 1976) AND BECAUSE OF THE POPULARITY OF THE .35 LITER EQUIVALENT CONTAINER IN THE UNITED STATES, WE UNDERSTAND THAT THE COMMON MARKET BREWING ASSOCIATION HAS INDICATED THAT EC BEER WILL CONTINUE TO BE EXPORTED TO THE UNITED STATES IN .35 LITER FILL SIZES AFTER 1980.

4. ON JUNE 13, 1977 AN INTERNATIONAL STANDARDS ORGANIZATION (ISO) TECHNICAL LEVEL COMMITTEE (ISO/TC 52/SC 1) ON STANDARDS FOR CARBONATED AND NON-CARBONATED BEVERAGES LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 03 STATE 186807

ADOPTED, INTER ALIA, AS INTERNATIONAL STANDARDS OF FILL FOR BEER CONTAINERS A 296 MILLILITER SIZE (10 OUNCE EQUIVALENT), A 355 MILLILITER SIZE (12 OUNCE EQUIVALENT SIZE) AND A 473 MILLILITER SIZE (16 OUNCE EQUIVALENT). AS SOON AS THE TECHNICAL COMMITTEE COMPLETES ITS WORK ON FILL STANDARDS FOR NON-CARBONATED BEVERAGES, A DRAFT STANDARDS DIRECTIVE ON FILL SIZES FOR CARBONATED AND NON-CARBONATED BEVERAGES, CONTAINING THE FOREGOING 3 U.S. BEER FILL SIZES, WILL BE CONSIDERED BY ISO MEMBERS. UNLESS SERIOUS QUESTIONS ARE RAISED BY A MAJORITY OF ISO MEMBER STATES, IT IS ANTICIPATED THAT FILL SIZES ADOPTED BY THE TECHNICAL COMMITTEE WILL BE APPROVED BY THE ISO AS INTERNATIONAL FILL STANDARDS.

5. AS THE EC IS AWARE, THE DRAFT GATT CODE OF CONDUCT FOR PREVENTING TECHNICAL BARRIERS TO TRADE IS AN IMPORTANT ELEMENT OF THE MULTILATERAL TRADE NEGOTIATIONS BEING CONDUCTED IN GENEVA. WE ANTICIPATE THAT BOTH THE UNITED STATES AND THE EC WILL BECOME ADHERENTS TO THIS CODE. THE DRAFT STANDARDS CODE WOULD REQUIRE, INTER ALIA, THAT IN CASES WHERE THE COMPLETION OF RELEVANT INTERNATIONAL STANDARDS IS IMMINENT, CODE ADHERENTS SHALL USE THEM,

EXCEPT WHERE INAPPROPRIATE. THE UNITED STATES BELIEVES THAT THE ADOPTION OF THE FOREGOING DRAFT ISO BEER CONTAINER FILL STANDARDS IS IMMINENT AND THAT SUCH STANDARDS ARE APPROPRIATE TO MEET THE NEEDS OF FUTURE STANDARDS CODE ADHERENTS.

6. U.S. BREWERS ARE INTERESTED IN EXPANDING THEIR BEER EXPORTS TO THE EC. HOWEVER, THEY ARE CONCERNED THAT THE EC STANDARDS DIRECTIVE WILL JEOPARDIZE THEIR PRESENT AND FUTURE OPPORTUNITIES TO MARKET BEER IN THE EC BY PERMITTING MEMBER STATES TO EXCLUDE .30 LITER EQUIVALENT AND .35 LITER EQUIVALENT BEER CONTAINERS AFTER 1980. AS A MINIMUM, U.S. BREWERS WISH TO MAINTAIN ASSURED ACCESS TO MEMBER STATES FOR .35 LITER EQUIVALENT BEER CONTAINER.
LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 04 STATE 186807

7. U.S. BREWERS ASSOCIATION, INC. HAS REGISTERED ITS CONCERNS OVER TRADE IMPLICATIONS OF EC DIRECTIVE WITH AMBASSADOR STRAUSS, THE SPECIAL REPRESENTATIVE FOR TRADE NEGOTIATIONS.

8. ACTION: REQUEST MISSION TO DELIVER NOTE TO APPROPRIATE EC COMMISSION OFFICIAL EXPRESSING U.S. CONCERNS OVER EC DIRECTIVE AND FORMALLY REQUESTING THAT DIRECTIVE BE MODIFIED SO AS INCLUDE .30 LITER AND .35 LITER CONTAINER FILL SIZES ON LIST OF DEFINITELY ACCEPTED SIZES AFTER 1980. MISSION MAY DRAW UPON PRECEDING PARAGRAPHS, AS APPROPRIATE, IN PREPARING NOTE. CHRISTOPHER

LIMITED OFFICIAL USE

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: STANDARDS, CONTAINERS, ALCOHOLIC BEVERAGES, EXPORT CONTROLS
Control Number: n/a
Copy: SINGLE
Sent Date: 09-Aug-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 22 May 2009
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977STATE186807
Document Source: CORE
Document Unique ID: 00
Drafter: JEH
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770285-0861
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770881/aaaacqmj.tel
Line Count: 149
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 5277635f-c288-dd11-92da-001cc4696bcc
Office: ORIGIN STR
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 31-Mar-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1661926
Secure: OPEN
Status: NATIVE
Subject: EC DIRECTIVE ON STANDARDS OF FILL FOR BEER CONTAINERS
TAGS: ETRD
To: BRUSSELS USEEC
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/5277635f-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009